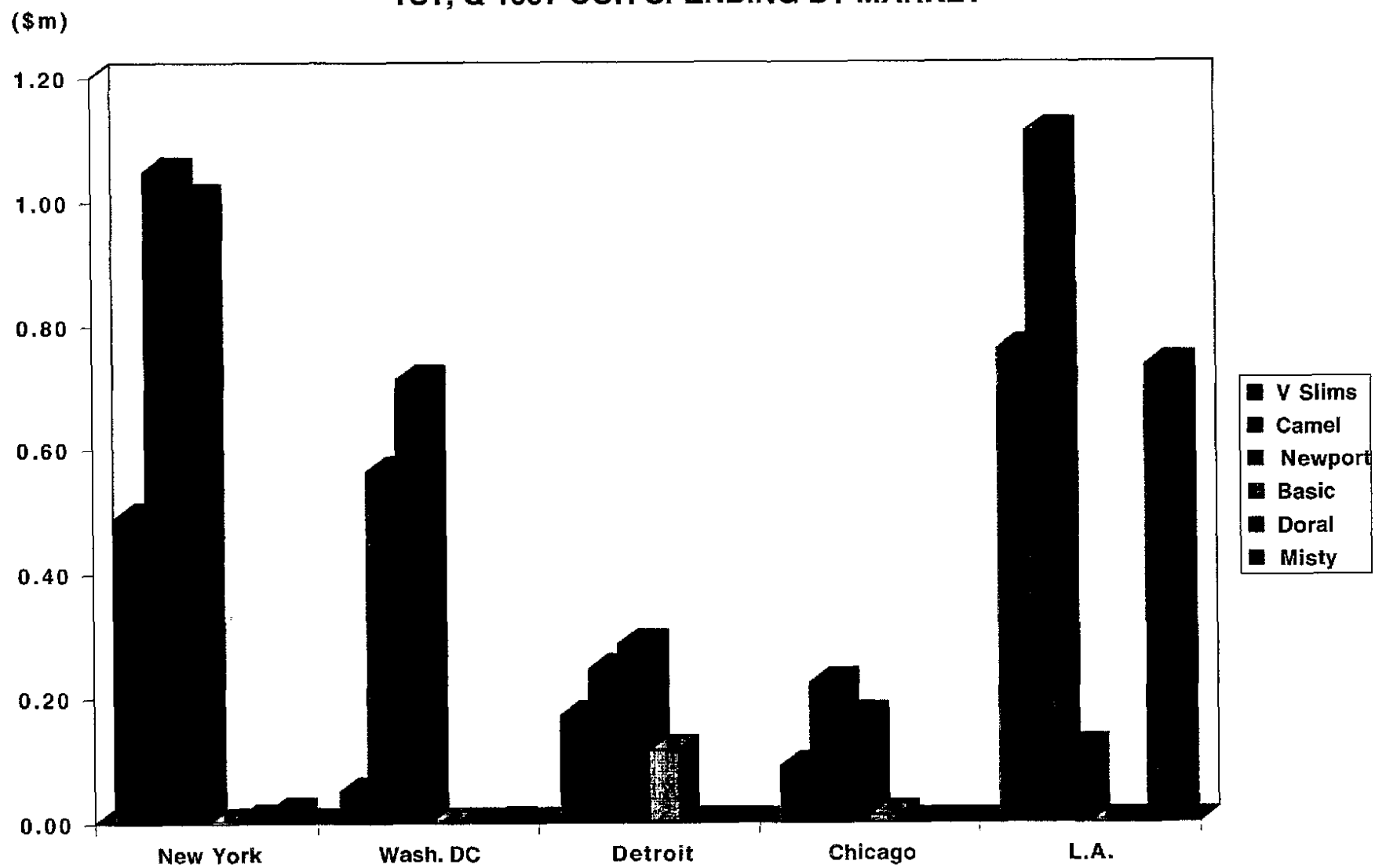


# 1ST, Q 1997 OOH SPENDING BY MARKET



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Source: Datamart Competitive Media Database